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Re.: Docket No.: 860.1003  
Applicant(s): Akio IIJIMA  
Serial No.: 10/699,498  
Invention: SYSTEM AND METHOD FOR DELIVERING AND MANAGING ADVERTISEMENTS  
Filing Date: October 31, 2003

Enclosed are:

- Information Disclosure Statement (1 page);
- Form PTO-1449 (1 page); and
- Cited references.

This collection of information is required by 37 CFR 1.8. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.8 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Re: Application of: Akio IIJIMA  
 Serial No.: 10/699,498  
 Filed: October 31, 2003  
 For: **SYSTEM FOR METHOD FOR DELIVERING  
AND MANAGING ADVERTISEMENTS**  
 Art Unit: 3623

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

August 16, 2004

**INFORMATION DISCLOSURE STATEMENT**

SIR:

In accordance with the provisions of 37 C.F.R. §§ 1.97 and 1.98, Applicant hereby makes of record the seven (7) documents listed on the accompanying Form PTO-1449 for consideration by the Examiner in connection with the examination of the above-identified patent application. Copies of the references cited are enclosed herewith.

This Information Disclosure Statement is being filed before the mailing of a first Office action on the merits. Therefore, according to 37 C.F.R. §1.97(b)(3), no fee is believed to be due. However, if it is determined that any fee is due, authorization is hereby granted to charge such fee to Deposit Account No. 50-0552.

Respectfully submitted,

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